

Check List

Branding Opportunities:

- **Logo Placement:**
 - Sponsors can have their logo prominently displayed on event banners, posters, programs, brochures, and other marketing materials.
- **Website and Social Media:**
 - Sponsors can be featured on the event website and social media channels with links to their own websites.
- **Event Badges and Lanyards:**
 - Branding can be integrated into event badges and lanyards, providing visual exposure to attendees.
- **On-Site Signage:**
 - Signage can be used to highlight sponsor involvement in various areas of the event.

Media Exposure:

- **Broadcast Mentions:**

- Sponsorships can include radio or TV mentions of the event and the sponsor.

- **Press Releases:**

- Sponsors can be featured in press releases announcing the event and its success.

- **Digital Advertising:**

- Online advertising opportunities can be created, such as sponsored content or banner ads.

Hospitality and Networking:

- **VIP Experiences:**

- Sponsors can be offered exclusive VIP experiences, such as access to VIP lounges or special event areas.

- **Speaking Opportunities:**

- Sponsors can be invited to speak during the event, providing a platform to promote their brand and engage with the audience.

- **Networking Events:**

- Opportunities for sponsors to network with attendees and other sponsors can be facilitated.

Experiential Marketing:

- **On-Site Activations:**
- Sponsors can set up interactive booths or activations to engage with attendees.
- **Sponsored Content:**
- Sponsors can contribute sponsored content to the event's website or social media channels.
- **Merchandising:**
- Sponsors can have their logo on merchandise that is sold at the event, such as t-shirts or water bottles.

Other Benefits:

- **Audience Engagement:**
- Sponsors can be given opportunities to engage with the event's audience, such as through contests or giveaways.
- **Access to Resources:**
- Sponsors may receive access to the event's attendee lists, which can be valuable for lead generation.
- **Event Tickets:**
- Event tickets are a common benefit for sponsors, allowing them to experience the event firsthand.



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